

EXHIBIT A

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In re: Sobalvarro et al.
Appl. No.: 09/516,252
Filed March 1, 2000

SITE59.COM OPERATIONS MANUAL

Work in Progress

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EXHIBIT B

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Site59 Package Authoring System

Category Manager Home: Author event-driven or new packages

List of destination cities;
choose and then go; then list of
existing packages for that
destination city to choose from;
after choosing package, hit go
and fields below will be filled in

Do you want to start from an existing package?

Package title:

Package subtitle:

Destination City:

Do you want the destination city to appear after the package title? ☐ Yes ☐ No

Default is yes

Package description:

Classification

<input type="checkbox"/> Popular	<input type="checkbox"/> Rest & Relax	<input type="checkbox"/> Family	<input type="checkbox"/> Golf or ski	<input type="checkbox"/> Adventure
<input type="checkbox"/> Romantic	<input type="checkbox"/> Culture	<input type="checkbox"/> Beach	<input type="checkbox"/> Wacky	<input type="checkbox"/> Single
<input type="checkbox"/> Romantic	<input type="checkbox"/> Impressive	<input type="checkbox"/> Sporty	<input type="checkbox"/> Party Hard	

☐ Click here to permanently add this package to the packages database

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EXHIBIT C

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Copy No: XX

Site59.com
Business Plan – XXXX 19XX

– Confidential Draft –

Site59.com
135 E 57th St, 22nd Floor
New York • NY 10022 • USA
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Fax: 810-816-0754
Email: site59@mail.com

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SITE59.COM OPERATIONS MANUAL

Work in Progress

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KEY OPERATIONS PROCESSES



By product type

- Getaways/about town packages
- Just show me
- Red carpet
- Quick fix
- White glove

By launch phase

- Sneakernet
- Full scale

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CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

Package process

- Package authoring system: functional specs
- Just-show me process
- Fulfillment process

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

Auctions

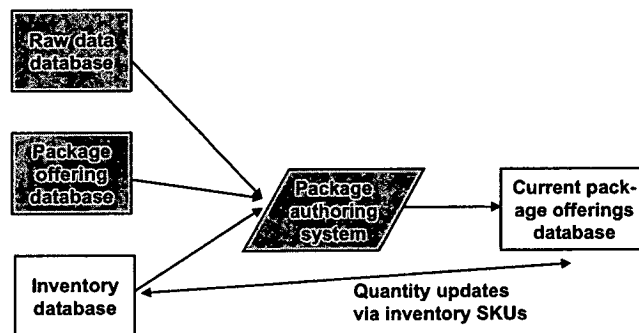
Quick Fix

Services

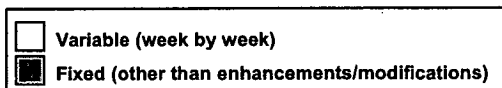
Customer service

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GETAWAYS/ABOUT TOWN PACKAGE OPERATIONS DRIVEN BY KEY DATABASES AND THE PACKAGE AUTHORIZING SYSTEM



These drive package creation, inventory tracking and sales



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SUMMARY OF KEY SITE PAGES AND INFORMATION SOURCES

	Site page	Database Sources
Order of customer views ↓	Package search results	Current package offering database
	Package description	Current package offering database Inventory database Raw data database
	Click-through detail for components	Inventory database Raw data database
	Order page	Current package offering database Customer database
	Confirmation email	Inventory database Raw data database
	City Cheat sheet	Raw data database City description database

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Package related screens

SAMPLE SITE59.COM PACKAGE DESCRIPTION SCREEN

Art & relaxation in Boston

Take in all the wonderful art that Boston has to offer!

Boston, New England's largest city, offers wonderful art museums. Boston's Museum of Fine Arts is among the country's best art museums with an especially strong American painting and decorative arts collections. Boston is also home to the beautiful Isabella Stewart Museum. Located in a Venetian palazzo, it has spectacular paintings and tapestries. Stay at the beautiful Ritz Carlton hotel, located along Boston's Public Garden. For dinner, try Les Zygomates, Boston's hottest new restaurant, offering a wine bar and live jazz on weekends.

PRICE: \$299 per person

DATE: 8/16/99 - 8/18/99

View
Your Hotel
[Click Here](#)

Thumbnail
photo

This package includes:

- Roundtrip flight leaving New York (JFK) 8/16 at 8pm, returning from Boston 8/18 at 6pm [Click here for detail](#)
- Reservations at The Ritz Carlton for 2 nights [Click here for detail](#)

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HOW A PACKAGE IS GENERATED (I)

Example: A Simple Package

	Component	Source
Art & relaxation in Boston	Package title	Package offering database; city display is optional and chosen by CM in the package authoring system
Take in all the wonderful art that Boston has to offer!	Package subtitle	Package offering database
Boston, New England's largest city, offers wonderful art museums. Boston's Museum of Fine Arts is among the country's best art museums with an especially strong American painting and decorative arts collections. Boston is also home to the beautiful Isabella Stewart Museum. Located in a Venetian palazzo, it has spectacular paintings and tapestries. Stay at the beautiful Ritz Carlton hotel, located along Boston's Public Garden. For dinner, try Les Zygomates, Boston's hottest new restaurant, offering a wine bar and live jazz on weekends:	Package description	Package offering database
	Hotel one-line description	Inventory database (via raw data database)
	Restaurant one-line description	Raw data database
<u>Price: \$299 per person</u>	Price	Cost plus 20% or % specified by CM via the package authoring system
<u>Date: 8/16/99 - 8/18/99</u>	Date	Inventory database
<u>This package includes:</u>	N/A	N/A
• <u>Roundtrip flight leaving</u> New York (JFK) 8/16 <u>at</u> 8:00 pm, <u>returning from</u> Boston 8/18 <u>at</u> 6:00 pm	Flight component	Inventory database
• <u>Reservations at</u> The Ritz Carlton <u>for 2 nights</u>	Hotel component	Inventory database

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HOW A PACKAGE IS GENERATED (II)

Example: A Complicated Package

	Component	Source
Remember the King: Memphis, TN	Package title	Package offering database; city display is optional and chosen by CM in the package authoring system
You must experience Elvis!	Package subtitle	Package offering database
There is nothing quite like the Saturday-night candlelit vigil at Graceland during Elvis Tribute Week. Graceland, Elvis' home for 20 years, is a must-see part of Americana. To fully understand the Elvis experience, attend the Elvis impersonator show. Also included in this package are impossible to get dinner reservations at Memphis's finest restaurant, Chez Phillippe. Stay at the hip Adams Mark Hotel, where Bruce Willis is often an attendee. For brunch, try southern fried lobster at Betsy's.	Package description	Package offering database
	Hotel one-line description	Inventory database (via raw data database)
	Restaurant one-line description	Raw data database
<u>Price: \$399 per person</u>	Price	Cost plus 20% or % specified by CM via the package authoring system
<u>Date: 8/16/99 - 8/18/99</u>	Date	Inventory database
<u>This package includes:</u>	N/A	N/A
• <u>Roundtrip flight leaving</u> New York (JFK) 8/16 <u>at</u> 8:00 pm, <u>returning from</u> Memphis 8/18 <u>at</u> 6:00 pm	Flight component	Inventory database
• <u>Reservations at</u> The Adams Mark Hotel <u>for 2 nights</u>	Hotel component	Inventory database
• <u>Car rental for 2 days</u>	Car rental component	Inventory database
• <u>Dinner reservations for</u> 8/17 <u>at</u> 9:00 pm <u>at</u> Chez Phillippe	Dinner reservation component	Inventory database
• <u>Tickets to</u> the Elvis Impersonator Show, 8/17 <u>at</u> 6:00 pm	Event ticket component	Inventory database

Underlined items are standard for all packages

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TYPES OF PACKAGE COMPONENTS (FOR SALE) AND LANGUAGE FOR PRESENTATION WITH PACKAGE DESCRIPTION

Package component (for sale)	Language for presentation with package description
Air flight	<u>Roundtrip flight leaving</u> New York (JFK) 8/16 <u>at</u> 8:00 pm, <u>returning from</u> Memphis 8/18 <u>at</u> 6:00 pm
Hotel/other overnight accommodations	<u>Reservations at</u> The Adams Mark Hotel <u>for</u> 2 <u>nights</u>
Car rental	<u>Car rental for</u> 2 <u>days</u>
Dinner reservations	<u>Dinner reservations for</u> 8/17 <u>at</u> 9:00 pm <u>at</u> Chez Phillippe
Prix-fixe dinner	<u>Prix-fixe dinner on</u> 8/17 <u>at</u> 9:00 pm <u>at</u> Chez Phillippe
"Show" or event tickets	<u>Tickets to</u> the Elvis Impersonator Show, 8/17 <u>at</u> 6:00 pm
House rental	<u>House rental in</u> Nantucket <u>for</u> 3 <u>days</u>
Cruise	Norwegian Cruise <u>in</u> the Caribbean <u>for</u> 8 <u>days</u>
Car service	<u>Transportation from</u> New York (JFK) <u>to</u> hotel

Underlined items are standard for all packages

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CLICK-THROUGH DETAIL FOR AIR FLIGHT

Please note: All of this detail will be in your confirmation after purchase

Outbound flight information

Delta Airline Flight 573 (Boeing 767)
From: Lagueardia-New York 11/15/99 7:00am
To: Atlanta, GA 9:38am
Class: Coach Meal: Breakfast

Not all flights
will have two
legs

Delta Airline Flight 585 (Boeing 727-200)
From: Atlanta, GA 11/15/99 10:40am
To: Memphis, TN 10:59am
Class: Coach Meal: None

Source:
inventory
database

Inbound flight information

Delta Airline Flight 868 (Boeing 767)
From: Memphis, TN 11/17/99 6:30am
To: Atlanta, GA 8:47am
Class: Coach Meal: Breakfast

Not all flights
will have two
legs

Delta Airline Flight 508 (Boeing 727-200)
From: Atlanta, GA 11/17/99 9:30am
To: Lagueardia-New York 11:42am
Class: Coach Meal: None

Raw data
database; not all
items will have

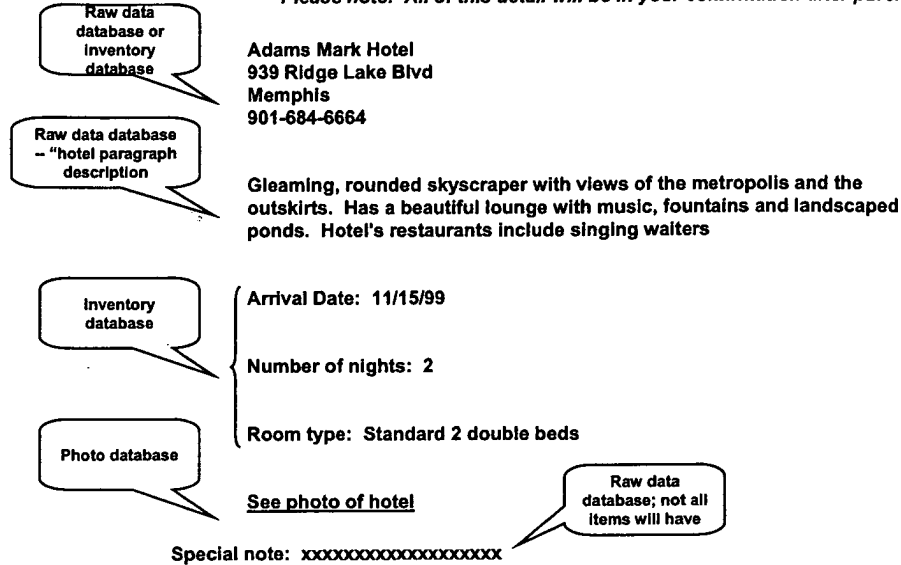
Special note: xxxxxxxxxxxxxxxxxxxx
Would you like to see other flight options?

GO

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CLICK-THROUGH DETAIL FOR HOTEL/OTHER OVERNIGHT ACCOMMODATIONS

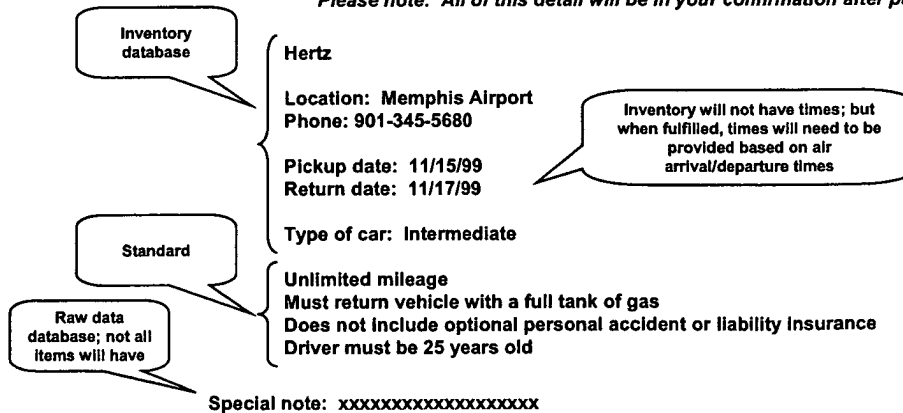
Please note: All of this detail will be in your confirmation after purchase



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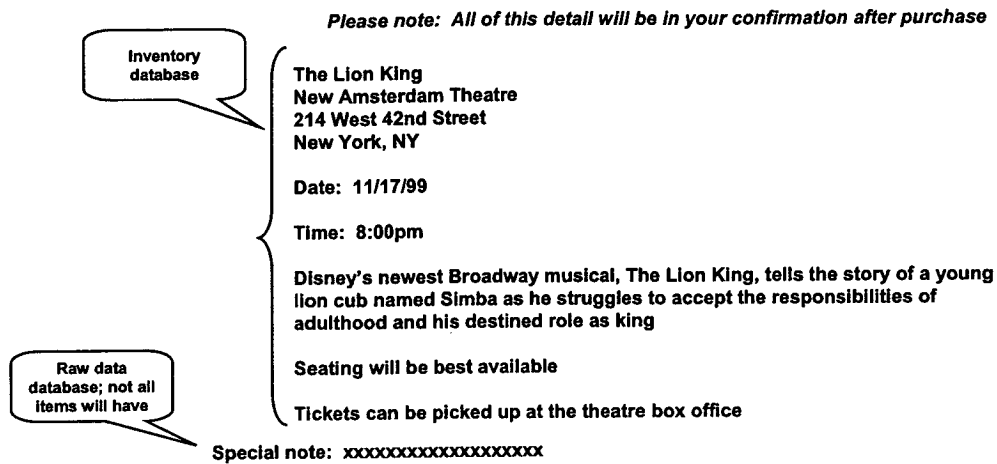
CLICK-THROUGH DETAIL FOR CAR RENTAL

Please note: All of this detail will be in your confirmation after purchase



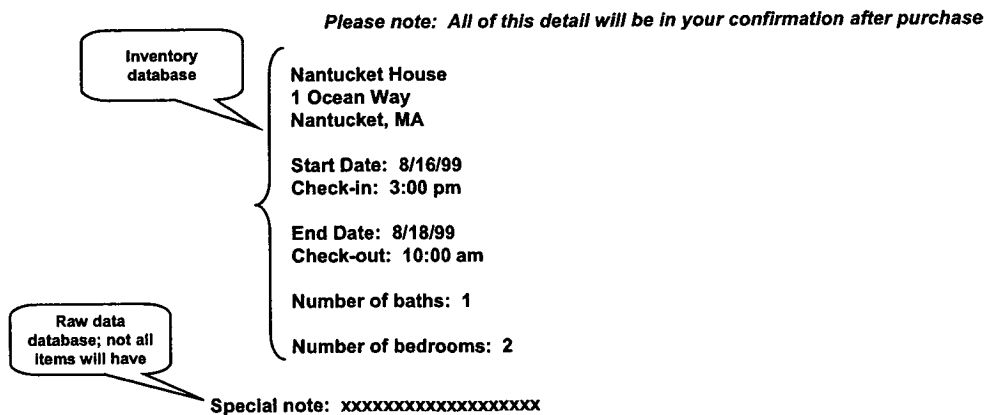
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CLICK-THROUGH DETAIL FOR SHOW/EVENT TICKETS



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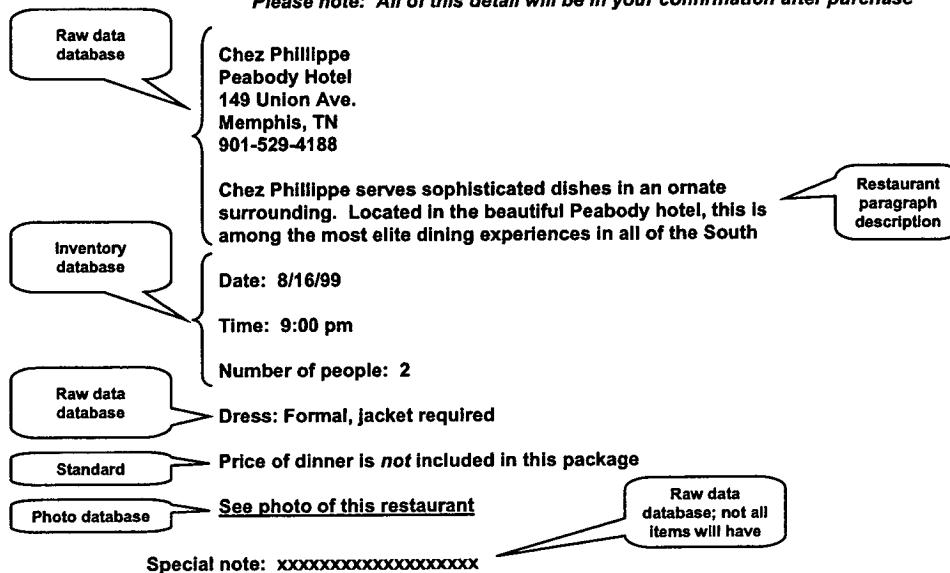
CLICK-THROUGH DETAIL FOR HOUSE RENTAL



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CLICK-THROUGH DETAIL FOR DINNER RESERVATIONS

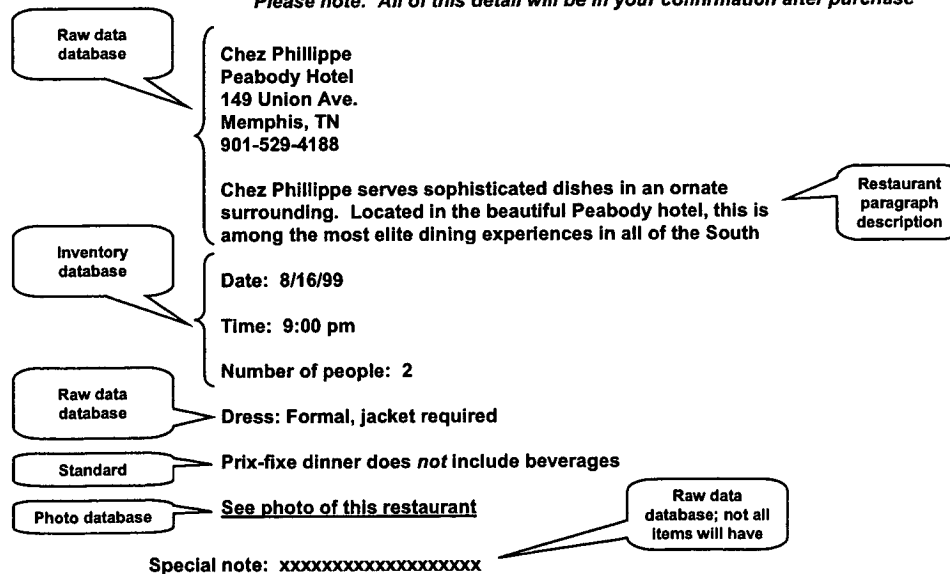
Please note: All of this detail will be in your confirmation after purchase



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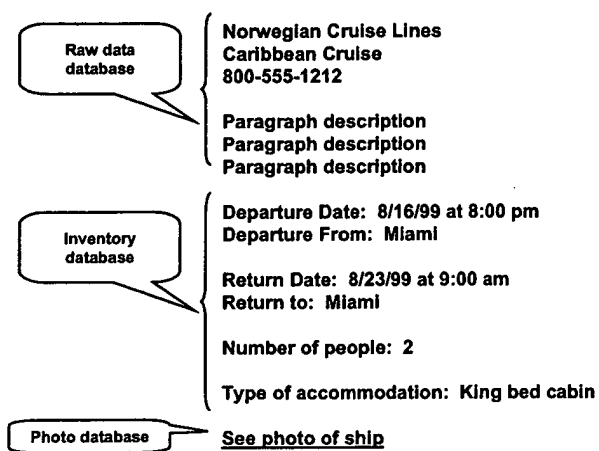
CLICK-THROUGH DETAIL FOR PRIX-FIXE DINNER

Please note: All of this detail will be in your confirmation after purchase



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CLICK-THROUGH DETAIL FOR CRUISE



CLICK-THROUGH DETAIL FOR CAR SERVICE



CONFIRMATION EMAILS

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Raw data database

WHAT IS IN THE RAW DATA DATABASE?

Information and key data on destination cities

- Activities (i.e., things to do)
- Events
- Hotels
- Restaurants

Information and key data on major activities not necessarily associated with a specific destination city (e.g., scuba diving school, cooking classes, baseball fantasy camps, etc.)

Most importantly, in database all entries are classified

- People segments, e.g., family, group of guys, etc.
- Package segments, e.g., romantic, adventure, wacky, etc.

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RAW DATA DATABASE CITIES/ACTIVITIES COMPLETED

Cities covered: 54

<i>U.S.</i>	<i>U.S. (cont'd)</i>
Aspen	San Antonio
Atlanta	San Diego
Baltimore	San Francisco
Berkshires	San Jose
Boston	Santa Fe
Burlington	Savannah
Charleston, SC	Seattle
Chicago	Tampa
Cincinnati	Washington, DC
Cleveland	West Palm Beach
Dallas	
Denver	<i>International</i>
Fort Lauderdale	Amsterdam
Houston	Bahamas
Las Vegas	Barcelona
Los Angeles	Berlin
Memphis	Bermuda
Miami	Florence
Nashville	London
New Orleans	Madrid
New York City	Milan
Orlando	Montreal
Philadelphia	Nice
Phoenix	Paris
Portland, ME	Prague
Portland, OR	Rome
Richmond	Toronto
Salt Lake City	Vienna

Activities covered: 28

Archeology
 Baseball Fantasy Camps
 Biking
 Canoeing/Kayaking: Flat-water trips
 Canoeing/Kayaking: White-water trips
 Cooking schools
 Cultural tours
 Dude ranches
 Fairs
 Festivals
 Fishing camps/fly-fishing schools
 Golf schools
 Golf sites
 Great beaches
 Hang gliding schools/sites
 Health and fitness resorts/spas
 Hiking and backpacking trips
 Horseback riding
 Luxury resorts
 National Parks
 Race-car driving courses
 River-rafting trips
 Scuba diving schools and sites
 Ski camps
 Ski sites
 Sky diving schools and sites
 Tennis camps

CITIES AND ACTIVITIES PLANNED FOR PHASE 2 OF RAW DATA DATABASE (POST-LAUNCH)

Cities covered: 33

<i>U.S.</i>	<i>International (cont'd)</i>
Buffalo	Lisbon
Cape Cod	Mexico City
Charlotte, NC	Munich
Manchester, NH	Ottawa
Norfolk, VA	Quebec
Pittsburgh	Rio de Janeiro
Providence	Singapore
Raleigh-Durham	Tokyo
San Juan	Vancouver
St. Thomas	Venice
St. Louis/Kansas City	Zurich
Syracuse	
<i>International</i>	
Acapulco	
Athens	
Bangkok	
Buenos Aires	
Cancun	
Dublin	
Edinburgh	
Halifax	
Hong Kong	
Jamaica	

Activities covered: 20

Astronomy sites
 Ballooning
 Birdwatching
 Casinos
 Cross Country skiing trip
 Dogsledding trips
 Famous buildings/architects
 Hall of Fames
 Hunting
 Mountain biking trips
 Mountain climbing courses
 Native American sites
 Paragliding
 Sailing schools
 Sanctuaries/monasteries
 Sea Kayaking trips
 Shark cages
 Snowmobiling trips
 Surfing schools
 US landmarks

*-required fields

RAW DATA DATABASE FIELDS

Fields	Description/More Information
* DataID	Unique Identifier
* Name	Name of activity, event, hotel or restaurant
* City	Closest airport
* Airport	City
* Classification	Activity, Event, Hotel, Restaurant
Address1	Address line 1
Address 2	Address line 2
Address city	City on mailing address
State	State
Zip code	Zip
Country	Country
Telephone 1	Telephone 1
Telephone 2	Telephone 2
Fax	Fax number
Directions	Directions to get there
Hotel Area	General area of hotel location (e.g., Downtown)
* Chain affiliation	Hotel affiliation, if applicable
* Hotel star rating	Number of stars for hotel
* Restaurant Type	Type of restaurant (e.g., Mexican, Italian)
Restaurant reservation	Not accepted, recommended, or required
Restaurant dress code	Casual, dressy casual, formal
Hotel price	Hotel price categories
Restaurant price	Restaurant price categories
* Activity/event type	If activity, type (e.g., museum, shopping, etc.)
Activity/event price category	Activity price categories
Activity/event price detail	Specific activity price, if available
Activity/event time needed	Time required for activity
Activity/event distance from city	Distance from city
Event start date	For events, start date
Event end date	For events, end date
Date/time remarks	Other comments about times (e.g. specific open hours)
* Description from initial research	Paragraph describing the activity
* Site59 description	Site59 paragraph description
* Site59 one-line description	Site59 one-line description (hotels and restaurants only)
Special notes	Special notes, restrictions, etc.
Hotel amenities	Amenities at hotel: Beach access, pool, spa, health club
People segments	People segments for which entry is best
* Package segment	Classification of entry by type mood/package (e.g., adventure, wacky, romantic)
* Novice?	Yes or no
Seasonality	Yes or no by season
* Check frequency	Frequency with which item needs to be checked (1, 2, or 3)
* Date last updated	Date last updated

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RAW DATA DATABASE FIELDS BY TYPE

ACTIVITY/EVENT

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Activity/event type
 Activity/event price category
 Activity/event price detail
 Activity/event time needed
 Activity/event distance from city
 Event start date
 Event end date
 Date/time remarks
 Description from initial research
 Site59 description
 Special notes
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

HOTEL

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Hotel Area
 Chain affiliation
 Hotel star rating
 Hotel price
 Description from initial research
 Site59 description
 Site59 one-line description
 Special notes
 Hotel amenities
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

RESTAURANT

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Restaurant Type
 Restaurant reservation
 Restaurant dress code
 Restaurant price
 Activity/event type
 Date/time remarks
 Description from initial research
 Site59 description
 Site59 one-line description
 Special notes
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

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MORE DATA ON SPECIFIC RAW DATA DATABASE FIELDS

Classifications	Hotel Price	Rest Price with glass of wine	Activity/Event Price Category	Activity/Event time needed (inc travel time)	Restaurant Reservation
Activity	\$ (<\$75)	\$ (<\$20)	Free	<2h	NA (Not Accepted)
Cruise	\$\$ (\$75-125)	\$\$ (\$20-40)	\$ (<\$10)	2-4h	REC (Recommended)
Event	\$\$\$ (\$125-200)	\$\$\$ (\$40-75)	\$\$ (\$10-20)	4-6h	REQ (Required)
Hotel	\$\$\$\$ (>\$200)	\$\$\$\$ (>\$75)	\$\$\$ (\$20-50)	6h-full day	
Resort			\$\$\$\$ (\$50-100)	2 days	
Restaurant			\$\$\$\$\$ (>\$100)	3-4 days	
Spa				5 days or more	

People Segments	Package Segments	Activity/Event Type	Check frequency	Activity/Event distance from city	Dress
Family w/ kids <10 yrs	Adventure/active (ex dancing)	Amusement park (*)	1=Every year	<10 miles	Casual
Family w/ kids 10 and older	Budget	Aquarium/botanical/zoo (*)	2=Every six months	10-30 miles	Dressy casual
Group of gals (Yup)	Cultural/historic/educational	Beach/water sports (*)	3=Every three months	>30 miles	Formal
Group of guys (Yup)	Exclusive/how impressive	Classes, non-sport (*)			
Older couple	Golf	Cultural/historic/educational (*)			
Single alone (Yup)	Party hard	Gambling (*)			
Students	Rest/relaxation	Golf (*)			
Two or more friends (Yup)	Romantic	Health/relaxation (*)			
Young couple (Yup)	Shopping	Live music/concert (*)			
	Ski	Museum/Planetarium (*)			
	Sports spectator	Neighborhoods/self-guided (*)			
	Wacky	Organized tour, inc. boat (*)			
	Warm weather	Park/outdoors (*)			
	Other	Participating sports/active (*)			
	Popular	Shopping (*)			
	Family	Ski (*)			
	Beach	Sports arena (*)			
	Single	Sports spectator (*)			
	Alternative lifestyle	Theater (*)			
		Other (*)			

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USAGE OF THE RAW DATA DATABASE

Help Category Managers determine ideas for new packages

Provide one-line descriptions for restaurants which are included as suggestions in the pre-fabricated packages (chosen via the package authoring system)

- Enable "smart" choice of restaurants for pre-fabricated packages via the classifications

Provide one-line descriptions for hotels which become part of pre-fabricated packages (chosen via the package authoring system)

- Enable "smart" choice of hotels for pre-fabricated packages via the classifications

Details for activities suggested in the package

- Address
- Phone number
- Admission price
- Hours of operation (when available)

Drive "city cheat sheets" and more details for activities

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CITY CHEAT SHEET DRIVEN BY CONSUMER PREFERENCES

Consumer Choices

City: New York ▼

How well do you know the city: ☐ Novice ☐ Veteran

Select the mood you are seeking:

☐ Popular

☐ Romantic

☐ Family

☐ Wacky/off the beaten track

Go

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CITY CHEAT SHEET OUTPUT

Romantic City Cheat Sheet for the New York Novice

City description (70-100 words)

4-5 items per column;
driven by the raw
data database

Underline items
driven by consumer's
choices

What to see and do		Where to eat
Name	Name	Name
Address	Address	Address
Phone number	Phone number	Phone number
Relevant hours	Relevant hours	Relevant hours
Description	Description	Description
Length of activity	Length of activity	Length of activity

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*-required fields

CITY DESCRIPTION DATABASE

Fields	Description/More Information
* City	City
* State	State
* Country	Country
* Type	Type, e.g., popular, wacky, romantic, family
* City description	City description

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Package offering database

WHAT IS IN THE PACKAGE OFFERING DATABASE?

The package offering database contains pre-fabricated packages that can be offered if certain, identified inventory is available

- Package title
- Package subtitle
- Package description
- Logic for hotels and restaurants that can be bundled with this package
- Classification for the package
- Other package requirements (e.g., car rental, event tickets, etc.)

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*-required fields

PACKAGE OFFERING DATABASE FIELDS

Fields	Description/More information
FOR GETAWAYS	
* Type	Getaway or about town
* Package ID	Unique Identifier
* Package title	Package title
* City	City
* State	State
* Country	Country
* Package subtitle	Package subtitle
* Package description	Package description
* Package classification	Package classification (Popular, Romantic, rest and relaxation, etc.)
* Types of hotels for this package	Either yes for hotel types that work with this package or no for hotel types that don't work with this package (types are popular, romantic, etc.)
* Types of restaurants to suggest with this package	Either yes for hotel types that work with this package or no for hotel types that don't work with this package (types are popular, romantic, etc.)
* Car rental required	Yes or no
* Other requirements	Inventory other than hotel, air, and car required for this package; should be raw data database IDs
* Activity IDs	Activities mentioned in the package description
* Airport cities	Airports for which this package works (for a New York package, this would be JFK, LGA, EWR; for many cities, this will only be one airport)
Good for local people in what city (i.e., without a plane flight)	City in which people could do this package without an air flight
FOR ABOUT TOWN	
* Type	Getaway or about town
* Package ID	Unique Identifier
* Package title	Package title
* City	City
* Package Subtitle	Package subtitle
* Package description	Package description
* Package classification	Package classification (Popular, Romantic, rest and relaxation, etc.)
* Inventory requirements	Raw data database IDs of required elements

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*-required fields

CURRENT PACKAGE OFFERING DATABASE

Fields	Description/More information
FOR GETAWAYS	
* Type	Getaway or about town
* Package ID	Unique identifier; links to package offering database
* Show city?	Package title
* Originating city	Yes or no
* Specific hotel	Hotel ID (matches Data ID in raw data database)
* Air?	Yes or no
* Restaurant suggestion	Restaurant ID (matches Data ID in raw data database)
* Margin	Margin (will be amount added to package components costs)
* Quantity restriction	Quantity restriction, if any (if none, it will be default maximum number possible)
* Quantity dedicated	Quantity dedicated, if any (if none, it will be 0)
* First choice start date	First choice start date; drives air flights shown in initial search results
* First choice end date	First choice end date; drives air flights shown in initial search results
* Upgrade option	Yes or No
* Upgrade title	If upgrade is yes, title
* Upgrade description	If upgrade is yes, description
* Upgrade price	If upgrade is yes, price for upgrade
FOR ABOUT TOWN	
* Type	Getaway or about town
* Package ID or Inventory SKU	Unique identifier; links to package offering database if package or inventory database
* Raw data database ID 1	Raw data database ID of offering
* Raw data database ID 2	If package, will have ID for multiple raw data database offerings
* Raw data database ID 3	
* Raw data database ID 4	

Note: There will be one package entry for each originating city

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INVENTORY DATABASE STRUCTURE IS CRITICAL

Drives bullet point descriptions of what is in packages

Makes linkage between packages and components

- I.e., component SKUs connect to package SKU to establish package availability

Drives more detailed description of components

- If click on "Roundtrip flight leaving New York (JFK) 8/16 at 8pm, returning from Boston 8/18 at 6pm" get one page of detail including arrival times, type of plane, type of class, meal served, etc.

Structure may be complicated as it will have to serve multiple types of products...or is there a structure per product type (e.g., air, hotel, tickets, etc.)...need to think through this deliberately

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*-required fields

INVENTORY DATABASE STRUCTURE : AIRLINE TICKETS

All Should Follow SABRE Fields and Abbreviations

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Carrier	Delta	
* Data ID	NYC101	Links to raw data database
* Flight number	101	
Plane type	Boeing 767	
Class	Coach	
Fare code	Y	
* Departure airport	LGA	
* Departure date	11/18/99	
* Departure time	5:00 PM	
* Arrival airport	DTW	
* Arrival date	11/18/99	
* Arrival time	7:15 PM	
Meal	Snack	
		Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Source	CRS	
* Vendor	Delta	
* Quantity	10	
* Cost	\$50	
* Just Show Me?	Y	Y/N field; yes Indicates item will show in just show me section
* Price	\$80	Only used when item sold in Just Show Me

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*-required fields

INVENTORY DATABASE STRUCTURE: HOTELS

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Sheraton Manhattan	
* Affiliation	Starwood Hotels	
* Package city	New York	Identifies which city packages this hotel can be used for
* Address 1	790 Seventh Avenue	
* Address 2		
* City	New York	
* State	NY	
* Zip	10019	
* Country	USA	
* Phone	212-555-5555	Needs to be able to handle international phone numbers
* Fax	212-555-5566	Needs to be able to handle international phone numbers
* Email	sherman@starwood.com	
* Arrival date	11/18/99	
* Room type	Standard	
* Source	Email	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Starwood Hotels	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$50	Only used when item sold in Just Show Me
* Photo	Filename	

Hotel inventory should be in database with one entry for each date; to see availability for a package or just show me, system will need to check for availability for multiple nights

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*-required fields

INVENTORY DATABASE STRUCTURE: CAR RENTAL

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of company	Hertz	
* Location	Boston airport	
* Package city	Boston	Identifies which city packages this hotel can be used for
* Address 1	555 Airport Way	
* Address 2	Near Terminal E	
* Phone	617-555-5555	Needs to be able to handle international phone numbers
* Date	11/18/99	
* Car size	Intermediate	
* Source	CRS	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Hertz	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$60	Only used when item sold in Just Show Me

Car inventory should be in database with one entry for each date available; to see availability for a package or just show me, system will need to check for availability for multiple days

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*-required fields

INVENTORY DATABASE STRUCTURE: EVENT TICKETS

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Event name	The Lion King	
* Data ID	NYC236	Links to raw data database
* Theatre	New Ambassador Theatre	
* Package city	New York	Identifies which city packages this hotel can be used for
* Address 1	40 W. 42nd Street	
* Address 2		
* City	New York	
* State	NY	
* Zip	10019	
* Country	USA	
* Date	11/18/99	
* Time	8:00 PM	
* Source	Fax	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Joe ticket broker	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$60	Only used when item sold in Just Show Me

Use for concerts, theatre, sports, movies and exhibitions

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*-required fields

INVENTORY DATABASE STRUCTURE: HOUSE RENTAL

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of house	Nantucket Ocean House	
* Package city	Nantucket	Identifies which city packages this hotel can be used for
* Address 1	1 Swayzes Drive	
* Address 2		
* City	Nantucket	
* State	MA	
* Zip	15555	
* Country	USA	
* Start date	6/18/99	
* Check-in time	3:00 PM	
* End date	6/25/99	
* Check-out time	10:00 AM	
* Number of bedrooms	3	
* Number of bathrooms	2	
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Ocean realty	
* Quantity	1	
* Cost	\$1,000	
* Just Show Me?	N	Y/N field; yes indicates item will show in just show me section
* Price		Only used when item sold in Just Show Me
* Photo	Filename	

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*-required fields

INVENTORY DATABASE STRUCTURE: BED AND BREAKFAST

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Four Corners Inn	
* Data ID	BUR122	Links to raw data database
Affiliation		
* Package city	Burlington	Identifies which city packages this hotel can be used for
* Address 1	250 Highway 1	
* Address 2		
* City	Stowe	
* State	VT	
* Zip	10101	
* Country	USA	
* Phone	505-666-6666	Needs to be able to handle international phone numbers
* Fax	505-666-6667	Needs to be able to handle international phone numbers
* Email	joe@fourcorners.com	
* Arrival date	11/18/99	
* Number of nights	2	
* Room type	Double	
* Bath type	Private	Private, shared
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Four Corners Inn	
* Quantity	3	
* Cost	\$180	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$300	Only used when item sold in Just Show Me
* Photo	Filename	

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*-required fields

INVENTORY DATABASE STRUCTURE: RESTAURANT RESERVATION

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Chez Philippe	
* Data ID	MEM111	Links to raw data database
Affiliation Group	Restaurant Group	
* Package city	Memphis	Identifies which city packages this hotel can be used for
* Address 1	505 Main Street	
* Address 2	Metropolitan Hotel	
* City	South Memphis	
* State	TN	
* Zip	30303	
* Country	USA	
* Phone	505-555-5555	Needs to be able to handle international phone numbers
* Date	11/18/99	
* Time	8:00 PM	
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Restaurant Group	
* Number of people	4	
* Quantity	3	
* Cost	\$0	
* Just Show Me?	N	Y/N field; yes indicates item will show in just show me section
* Price		Only used when item sold in Just Show Me
* Photo	Filename	

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*-required fields

INVENTORY DATABASE STRUCTURE: RESTAURANT PRIX-FIXE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Chez Philippe	
* Data ID	MEM111	Links to raw data database
* Package city	Memphis	Identifies which city packages this hotel can be used for
* Address 1	505 Main Street	
* Address 2	Metropolitan Hotel	
* City	South Memphis	
* State	TN	
* Zip	30303	
* Country	USA	
* Phone	505-555-5555	Needs to be able to handle international phone numbers
* Date	11/18/99	
* Time	8:00 PM	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Source	Phone	
* Vendor	Restaurant Group	
* Number of people	4	
* Quantity	3	
* Cost	\$100	Y/N field; yes indicates item will show in just show me section
* Just Show Me?	N	Only used when item sold in Just Show Me
* Photo	Filename	

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*-required fields

INVENTORY DATABASE STRUCTURE: CRUISE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of cruise line	Norwegian Cruise Line	
* Name of cruise	Caribbean Cruise	
* Phone	800-555-5555	
* Departure date	11/18/99	
* Departure time	5:00 PM	
* Departure port	Miami	
* Return date	11/25/99	
* Return time	5:00 PM	
* Return port	Miami	
* Type of room	Double bed	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Source	Email	
* Vendor	Norwegian Cruise Line	
* Major port stop 1	St. John	
* Major port stop 2	Bahamas	
* Major port stop 3	St. Thomas	
* Quantity	3	
* Cost	\$1,500	Y/N field; yes indicates item will show in just show me section
* Just Show Me?	Y	Only used when item sold in Just Show Me
* Price	\$2,000	
* Photo	Filename	

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*-required fields

INVENTORY DATABASE STRUCTURE: CAR SERVICE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of car service	Boston Coach	
* Phone	718-555-5555	
* Cities covered 1	New York	
Cities covered 2	Boston	
Cities covered 3	Philadelphia	
Cities covered 4		
Cities covered 5		
Cities covered 6		

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*-required fields

INVENTORY DATABASE STRUCTURE: GIFTS

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Flowers	
* Description	Beautiful vase with a dozen long-	
* Vendor	stem red roses	
* Quantity	Flower Growers Co.	
* Cost	20	
* Price	\$20	
* Category	\$25	
Photo	Filename	

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DATABASES WILL BE ENHANCED POST-LAUNCH

Complete raw database phase 2

- **Phase 2 cities**
- **Phase 2 activities**

Add more pre-fabricated packages to the package offering database

Enhance raw data database to deliver more city cheat sheets to Site59 customers

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ABOUT TOWN NUANCES

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CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- Package process
- Package authoring system: functional specs
- Just-show me process
- Fulfillment process

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

Auctions

Quick Fix

Services

Customer service

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SEE SEPARATE FILE FOR PACKAGE AUTHORIZING DATABASE

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CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- **Package process**
- **Package authoring system: functional specs**
- **Just show me process**
- **Fulfillment process**

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- **Package process**
- **Just show me**
- **Fulfillment**

Auctions

Quick Fix

Services

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JUST SHOW ME PHILOSOPHY AND GUIDELINES

Focus of getaways and about town is packages

Just show me is another “channel” to sell inventory

In certain situations, inventory will automatically be sold via just show me

- **When there are more plane tickets to a city than hotel rooms**
- **When there are significantly more (>5) hotel rooms than plane tickets (assumes that it is difficult to sell hotel to relatively local people)**

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CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

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CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- Package process
- Package authoring system: functional specs
- Just-show me process
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Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

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Site59 Package Authoring System

Category Manager Home: Author event-driven or new packages

List of destination cities;
choose and then go; then list of
existing packages for that
destination city to choose from;
after choosing package, hit go
and fields below will be filled in

Do you want to start from an
existing package?

City

Go

Package title

Go

Package title:

Package subtitle:

Destination City:

Do you want the destination city to appear after the package title? ☐ Yes ☐ No

Default is
yes

Package description:

- | | | | | |
|-----------------------------------|---------------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Popular | <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Family | <input type="checkbox"/> Golf or ski | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Culture | <input type="checkbox"/> Beach | <input type="checkbox"/> Wacky | <input type="checkbox"/> Single |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Impressive | <input type="checkbox"/> Sporty | <input type="checkbox"/> Party Hard | |

☐ Click here to permanently add this package to the packages database

GO

Site59 Package Authoring System

Category Manager Home: Author event-driven or new packages: Hotel/restaurant logic

HOTEL LOGIC (use one of the following logics):

Best hotels for this package should be:

- | | | | | |
|-----------------------------------|---------------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Popular | <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Family | <input type="checkbox"/> Golf or ski | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Culture | <input type="checkbox"/> Beach | <input type="checkbox"/> Wacky | <input type="checkbox"/> Single |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Impressive | <input type="checkbox"/> Sporty | <input type="checkbox"/> Party Hard | |

Hotels that should never be put with this package:

- | | | | | |
|-----------------------------------|---------------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Popular | <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Family | <input type="checkbox"/> Golf or ski | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Culture | <input type="checkbox"/> Beach | <input type="checkbox"/> Wacky | <input type="checkbox"/> Single |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Impressive | <input type="checkbox"/> Sporty | <input type="checkbox"/> Party Hard | |

RESTAURANT LOGIC (use one of the following logics): :

Best hotels for this package should be:

- | | | | | |
|-----------------------------------|---------------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Popular | <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Family | <input type="checkbox"/> Golf or ski | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Culture | <input type="checkbox"/> Beach | <input type="checkbox"/> Wacky | <input type="checkbox"/> Single |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Impressive | <input type="checkbox"/> Sporty | <input type="checkbox"/> Party Hard | |

Hotels that should never be put with this package:

- | | | | | |
|-----------------------------------|---------------------------------------|---------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Popular | <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Family | <input type="checkbox"/> Golf or ski | <input type="checkbox"/> Adventure |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Culture | <input type="checkbox"/> Beach | <input type="checkbox"/> Wacky | <input type="checkbox"/> Single |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Impressive | <input type="checkbox"/> Sporty | <input type="checkbox"/> Party Hard | |

CM can only use one of the logics, not both; best packages logic leads to "yes" in field for a classification; "never put with...." logic leads to "no" in field for a classification...see package offering database structure

GO

Copy No: XX

Site59.com
Business Plan – XXXX 19XX

– Confidential Draft –

Site59.com
135 E 57th St, 22nd Floor
New York • NY 10022 • USA
Tel: 212-446-2862
Fax: 810-816-0754
Email: site59@mail.com

Real Estate Agents

(xxx) xxx-xxxx

TBD

Technology

xxxxxx

xxxxxx

xxxxxx

xxxxxx

(xxx) xxx-xxxx

6.6. Development Status

Site59.com currently plans to launch its web site on February 1, 2000. Accordingly, Site59.com as of now

- has finished the design of its web presence³⁶,
- has selected its technology partner (ArsDigita) and is in the process of planning and implementing the database and technology system,
- is in negotiation with several strategic partners, such as airlines, hotel chains, and rental car companies,
- is in the process of planning its marketing and publicity campaign and has pre-selected partners to assist with the launch,
- has held discussions with senior Site59.com management candidates and extended several 'soft offers', and
- is in the process of creating and updating the content of its sites (such as *Getaways* and *Around Town* packages)

³⁶ See Appendix F.
SITE59.COM'S WEBSITE AND SITE-MAP



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/516,252
Applicant(s): Sobalvarro et al.
Filed: March 1, 2000
Art Unit: 3625
Examiner: Garg, Yogesh C.
Title: SYSTEM AND METHOD FOR GROUPING
AND SELLING PRODUCTS OR SERVICES

Confirmation No.: 3759

Docket No.: 043474/259279
Customer No.: 00826

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REVISED DECLARATION UNDER 37 C.F.R. § 1.131

Sir:

I, Tracey D. Weber, hereby declare and state that:

1. I, along with Patrick G. Sobalvarro and Alexander R. Krymm, are the inventors of the claimed invention of the above-identified U.S. Patent Application Serial No. 09/516,252, which was filed March 1, 2000. This Declaration is filed to establish conception prior to January 27, 2000, and due diligence until constructive reduction to practice with the filing of the present application on March 1, 2000.

2. Prior to January 27, 2000, we conceived our invention as described and claimed in the subject application, generally directed to a system and method for grouping and selling products or services. In support of this statement, attached hereto, as Exhibits A and B, are portions of presentations describing our invention. Although the actual dates of the presentations are not shown, as permitted in accordance with MPEP § 715.07, I declare that the dates are prior to January 27, 2000. It should also be noted that personal information and other information not

In re: Sobalvarro et al.
Appl. No.: 09/516,252
Filed March 1, 2000

relevant to the substantiation of invention have been redacted from the presentations included in Exhibits A and B.


3. As evidenced by Exhibits A and B, the system and method that we conceived includes a package authoring system that includes a raw data database including a number of items for sale, and a variable inventory database for maintaining current inventory of packages offered for sale based upon availability of the components of the respective packages. Exhibit A, pages 4 and 5. In this regard, the components in the raw data database each have a number of fields, one of which is a package segment (affinity-space coordinate, quality, attribute, etc.) that classifies the component by type mood/package. *Id.* at pages 20, 23. For example, the package segment may classify a component as romantic, adventure, wacky, etc. *Id.* at page 20; *see also* page 25; and Exhibit B, page 17. Similarly, packages (templates) created by the system include, along with a package description, a number of components included within the package, and a classification. *Id.* at page 31; and Exhibit B, page 18. In operation, then, a package can be dynamically generated by comparing the classifications for the items for sale and the classification associated with the created packages in response to a match between the above-mentioned classifications. Additionally, package schema including mandatory and optional elements can be created and stored in the database such that availability of mandatory elements is confirmed upon selection of the package. Exhibit A, pages 9 and 33.

4. From on or before January 27, 2000 to filing of the patent application on March 1, 2000, we exercised diligence in reducing our invention to practice in the United States. In support of this statement, attached hereto, as Exhibit C, is a portion of a business plan describing prior and future development of our invention. Although the actual date of the business plan is not shown, again as permitted in accordance with MPEP § 715.07, I declare that the date is prior to January 27, 2000. It should also again be noted that personal information and other information not relevant to the substantiation of invention have been redacted from the business plan included in Exhibit C.

In re: Sobalvarro et al.
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Filed March 1, 2000

5. As evidenced by Exhibit C, the Web site embodying portions of our invention was designed prior to January 27, 2000, and the database and technology system were in the process of being planned and implemented. Exhibit C, page 63. In addition, the content of the various pages of the Web site were in the process of being created and updated. See Exhibit A, page 21 (raw database cities/activities completed). On or about February 19, 2000, during development of the database and technology system, and creating and updating the Web site pages, Mr. Rob Faris, attorney representing Site59.com, upon information and belief, forwarded my co-inventors, Patrick G. Sobalvarro and Alexander R. Krymm, a first draft patent application directed to our invention. I, along with Mr. Sobalvarro and Mr. Krymm, reviewed the draft patent application. Upon information and belief, Mr. Krymm then conferred with Mr. Faris regarding a number of changes to be made to the application. Also upon information and belief, Mr. Faris revised the application in accordance with our suggestions, and filed the present application on March 1, 2000.

6. I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application of any patent issued thereon.


Tracy D. Weber

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